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LAST MINUTE NEWS

Conde Nast rethinks sales approach

NEW YORK—Conde Nast Publications is on the verge of unveiling a revamped corporate ad sales approach that will let advertisers choose the titles they want to package. The publisher is expected to add its two newest titles, *Allure* and *Details*, to the network. Conde Nast's longstanding policy against rate negotiation won't change, said executives familiar with the new plan. Company executives wouldn't comment.

Meredith adds to Blyth's duties

DES MOINES, Iowa—Meredith Corp. shuffled senior management, giving management responsibility for *Metropolitan Home* to Senior VP-Publishing Director Myrna Blyth. Ms. Blyth, 52, remains publishing director-editor in chief of *Ladies' Home Journal*. Steve Burzon, 51, VP-publishing director, added the title of *Met Home* publisher, a post he earlier held, while giving up responsibility for the Meredith Design Group (*Met Home, Country Home* and

(Continued on Page 8)

Pfizer plans to sell Coty cosmetics unit

By Pat Sloan

BOCA RATON, Fla.—Pfizer, one of the last pharmaceutical marketers to own a leading, mass-market cosmetics and fragrance company, appears ready to exit the beauty business by selling its Coty division.

At last week's annual Cosmetic, Toiletry & Fragrance Association meeting here, industry executives said Pfizer is in serious negotiations with Benckiser Consumer Products, the U.S. arm of Benckiser Deutschland.

Last year, Benckiser acquired Quintessence, marketer of Jovan fragrances.

"They are down to the nitty-gritty," said one executive familiar with the negotiations. "Benckiser's first offer of $400 million [for Coty] was rejected. They came back with $450 million, were rejected again and now are seriously negotiating in the neighborhood of $475 million."

A letter of intent is expected to be signed by the end of the month if final negotiations proceed according to plan.

Coty's annual sales exceed $250 million and much of the company's strength is in the mass-market fragrance business, where it owns top fragrances like Exclamation and Stetson.

Coty spends about $31 million a year in advertising. Its main agency is Ketchum Advertising, New York. Tay-

(Continued on Page 53)

BBDO trims exec ranks on West Coast

By Cleveland Horton

The ax cut swiftly through the executive suite at BBDO Worldwide's Los Angeles office last week, slashing the president-ceo, four senior VPs, one VP and a creative team from the ranks.

Topping the list of executives asked to step down is Gene F. Cameron, president-ceo, who butted heads with BBDO North America Chairman Tom Clark's view of the agency's future in the West.

Mr. Clark said the cuts are an effort to "refocus" the agency's West Coast operations away from chasing new business and offering "integrated marketing services," and toward basic advertising.

"We know how to build brands, primarily by building pretty good advertising that's

(Continued on Page 53)

About 92,000 outdoor boards are in violation of spacing, zoning and other regulations, and another 22,000 were erected illegally.

Feds set fund to ax outdoor boards

By Steven W. Colford

WASHINGTON—Federal officials, armed with a $428 million compensation fund, say the end has come for tens of thousands of outdoor boards that don't comply with the 1965 Highway Beautification Act.

Under a timetable announced earlier this month, states will have two years to remove an estimated 114,000 outdoor boards along interstates and major highways that don't comply with the law—or face the loss of a portion of their federal highway funds.

The federal government said it will pay as much as $428 million to the owners of an estimated 92,000 signs that weren't illegal when they were erected; state governments must pay an undisclosed additional amount. Another 22,000 signs considered illegal when they were built will be taken down without compensation.

The targeted boards are in violation of spacing, zoning and other regulations.

The sign removal program had been dormant since 1983, when funds to compensate sign owners dried up. Under new legislation signed into law last December,

(Continued on Page 50)

Ad pages finally rise

Magazines tracked by Publishers Information Bureau registered the first overall ad page increase in 17 months during February. Here's how the top 10 fared through February.

Rank	Magazine	Pages	% chg
1	Bride's & Your New Home	843.02	4.4
2	Modern Bride	653.31	4.2
3	TV Guide	495.27	11.1
4	Business Week	449.66	14.1
5	The Economist	431.38	38.4
6	Entrepreneur	396.96	3.4
7	Forbes	391.11	5.4
8	People	352.02	−13.6
9	Golf World	309.98	12.0
10	Bridal Guide	264.70	−13.4

Source: Publishers Information Bureau

Hungry magazines get taste of relief

Ad pages up 1% after 17-month drop

By Scott Donaton

Magazine publishers are getting their first glimpse of recovery from a devastating two-year-plus ad slump.

The 160 magazines tracked by Publishers Information Bureau saw their first ad page increase in 17 months, with pages up 0.9% in February from the same month last year.

Publishers are reluctant to predict a turnaround, having watched predictions prove untrue the past two years. They say one month of growth doesn't constitute a trend, and the first quarter overall remains weak.

But there's growing optimism, a sense that the downturn has hit bottom and a slow build could begin by the second half, if not the second quarter.

"No one wants to beat the band on this yet because we've all gotten burned, but I would say there are some pretty good signs," said S. Christopher Meigher, president of Time Inc. Magazine Co.'s New York division. "Business is definitely getting better. A second-half rebound still looks good."

"We're seeing some positive bits here and there in different categories," said Ed Kosner, president of *New York Magazine*, which saw an uptick in pages. "It's like recovery from substance abuse. You take it one issue at a time."

PIB-tracked magazine titles carried

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Yellow Pages tackle tough problems. **After Page 36.**

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- **Outdoor boards** not in compliance with federal highway rules face a two-year removal limit. 1
- **Magazine ad pages** were up 0.9% in February over a year ago, the first upturn in 17 months. 1
- **BBDO** let go a number of Los Angeles office executives, including President-CEO Gene Cameron. 1
- **Kmart** will start an in-store radio network in June with music, news and commercials. 3
- **Procter & Gamble's** latest wave of new products and line extensions appears aimed at private-label competitors. 3
- **TV clutter** will be a major factor in upfront negotiations between the networks and clients and agencies this year. 3
- **Taco Bell** dropped the 39¢ taco from its Value Menu and is touting a $1.99 steak burrito. 4
- **Nabisco** will introduce fat-free cookies and crackers. 4
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Coke nabs movies

2 big deals leave entertainment king Pepsi flat

By Marcy Magiera and Alison Fahey

Coca-Cola tied up a partnership deal with one of the biggest movies of 1992: 20th Century Fox's "Home Alone 2: Lost in New York."

Coca-Cola Co.'s aggressive courtship of Hollywood is paying off, leaving rival Pepsi-Cola Co. without a date for the movies this summer or holiday season.

Coca-Cola has outbid Pepsi for promotional partnerships with what are expected to be the hottest movies of 1992: Warner Bros.' "Batman Returns" and 20th Century Fox Film Corp.'s "Home Alone 2: Lost in New York."

The deals leave Pepsi without a major movie tie-in this summer, the key soft-drink selling season, and, so far, during the holidays. They also give Coca-Cola a chance to make significant inroads in the youth market while landing a blow to Pepsi's dominance in entertainment marketing.

Hollywood insiders maintain that Coca-Cola's success may have as much to do with attitude as with money.

Coca-Cola is known in Hollywood as an accommodating tie-in partner, allowing its brands to act in a supporting role to the movies. Conversely, Pepsi has a reputation for insisting on starring roles.

"Coke is more part of your life, while Pepsi wants you to be a part of their life," said a Hollywood promotion executive who requested anonymity.

Hollywood and Pepsi executives said the soft-drink marketer tried to tie in with "Batman Returns," set for release June 19, but was outbid by the combination of Coca-Cola and McDonald's Corp. *(see related story on Page 6).* However, Pepsi officials said it never seriously pursued such an alliance.

Coca-Cola then began courting "Home Alone" star Macauley Culkin and is said to be close to signing the young actor as a celebrity endorser for Sprite.

Creative Artists Agency acted as Coca-Cola's eyes and ears in Hollywood, alerting the soft-drink company when it heard, through client John Hughes, that talks had broken down between Pepsi and Macauley. Mr. Hughes is the producer and screenwriter of both "Home Alone" films.

Coca-Cola declined to comment, but executives familiar with the plan say a deal is close to completion that would include two Sprite commercials featuring Macauley, a Sprite placement in "Home Alone 2" and mention of the movie in a Sprite ad.

Lowe & Partners, New York, handles Sprite, and the spots featuring Macauley are expected to include the brand's current "I like the Sprite in you" theme.

Pepsi had a product placement for its flagship Pepsi brand in the 1990 sleeper hit "Home Alone" and invested $15 million in a promotion tied to the movie's videocassette release last fall. The marketer had an option to use Macauley in a commercial for an additional $500,000.

Hollywood insiders say Pepsi was also trying to lock up promotional rights to the release of "Home Alone 2" in theaters this holiday season and in post-release ancillary markets, but Macauley's management blocked the deal.

Though Coca-Cola is expected to pay Macauley $2 million for his endorsement, Pepsi denied the archrivals engaged in a bidding war.

"Frankly, we weren't willing to pay the amount they were asking and we passed," said Andrew Giangola, Pepsi public relations manager. Still, he added that the company was pleased with its tie-in with the original "Home Alone" video release.

Mr. Giangola acknowledged that, to date, Pepsi has no major movie tie-in for any of its brands this summer. However, company executives said Pepsi is still looking for a holiday film promotion.

Coca-Cola has been attacking its rival's dominance in entertainment marketing in recent months.

First, the company last September signed Creative Artists Agency as its "worldwide media and communications consultant." And last month, it approved production of a new movie-theme commercial that was the brainchild of Hollywood producer Ray Stark.

At the same time, Pepsi has been trying not to focus as much on one celebrity in its advertising, said Tom Pirko, president of Bevmark, an industry consultancy.

"Their appetite for the one big name is diminishing," he said.

As an example, he cited Pepsi's recent "Gotta have it" campaign for flagship Pepsi, which features several celebrities. The Diet Pepsi campaign featuring singer Ray Charles is an exception because it took on a life of its own, Mr. Pirko said.

That effort contains the popular "You got the right one baby, uh huh" slogan. BBDO Worldwide is Pepsi-Cola's agency. □

Jon Lafayette contributed to this story.

Volvo fine-tuning infomercial

By Cleveland Horton and Raymond Serafin

Volvo Cars of North America's 30-minute infomercial on safety is back on the air, with tune-in print ads carrying code numbers to assist people in videotaping the paid programming.

The car company becomes the first advertiser to avail itself of the VCR Plus code, marketed by a new division of Gemstar Group of Cos. called iPlus.

Newspaper ads in Los Angeles over the weekend listed the times and stations of the infomercial as well as codes for each airing.

Volvo's safety-oriented infomercial ran in a six-week test last fall in San Diego and attracted 9,000 calls to an 800 number, said Robert Austin, director of communications for the car company.

Volvo sent callers copies of an Insurance Institute for Highway Safety report on death rates for model 1984-88 cars and Volvo product brochures. Volvo dealers also followed up with phone calls.

Mr. Austin said the infomercial increased awareness of Volvo and its safety positioning, but he said Volvo officials weren't satisfied with the results of follow-up calls.

So for the four-week Los Angeles run that began March 9, Volvo hired a telemarketing consultant, Robbie Bray of the Ultimate Image, to develop strategies for salesmen trying to arrange test drives for those who call in response to the infomercial.

Volvo also plans to invite those responding to the Los Angeles airings to a daylong "safe driving" school, expected to be scheduled in April. Volvo products will be used, but the school won't be held at dealerships.

Mr. Austin confirmed Volvo is using the VCR Plus numbers in its print ads. The VCR Plus service was made available to Volvo at no cost, in return for some survey work by Volvo's 800-number operators, who will ask callers if they use VCR Plus.

The Los Angeles program is expected to become a blueprint for using the infomercial on a market-by-market basis in the future, Mr. Austin said. □

John P. Cortez and Bradley Johnson contributed to this story.

FEBRUARY AD RESULTS

Ads up

(Continued from Page 1)

12,864 ad pages in February, up 0.9%. For the first two months of 1992, they carried 22,290 pages, a decline of 1.5% from the same period in 1991.

Ad revenues—not considered a valid indicator of magazines' health since they don't reflect discounts—rose 4.9% to $528.2 million in February and 1.5% to $896.2 million after two months.

Seventy-eight of the 160 PIB-tracked titles registered ad page gains in February, the highest figure in more than two years, said Jim Guthrie, exec VP-marketing development for Magazine Publishers of America.

"One month does not a trend make, but [recovery] may be starting to happen," he said.

The February performance was driven primarily by solid gains from a handful of ad categories, particularly business and consumer services, computers and office equipment, and drugs.

One category that continues to fall is cigarettes and tobacco, which dropped from the top 10 ad categories in January (AA, Feb. 24). The category's ad pages fell 45% to 384.5 through February.

Automotive is showing signs of strength. The No. 1 category accounted for 1,358 ad pages in February, a 13% increase. Auto ad pages were down 1.2% through February to 2,494 pages.

"Auto is doing OK for an industry that was really hurting quite badly," said Kent Brownridge, senior VP-general manager at Straight Arrow Publishers, parent of *Rolling Stone* and *US*.

Mr. Brownridge dismissed the February page increase, saying Straight Arrow and many others have had a "terrible" first quarter, and a strong second quarter would be the only recovery sign.

"We're seeing a much better second quarter than the first, and one that exceeds last year's second quarter," he said. "There are some indications the economy might be slowly rising out of the doldrums, and I think that will have an effect on advertising."

Publishers caution that the climb back will be slow, and recovery won't mean a return to the robust days of the mid-1980s. Ad pages fell 3.7% for the industry in 1990 and another 8.7% last year. They could remain essentially flat for another two years, publishers say.

"I wouldn't say we see a tidal wave coming—maybe a little ripple," said John B. Brunelle, exec VP at Conde Nast Publications.

Because magazines have cut costs with layoffs and other measures, "the benefits of even a mild surge can have a significant impact" on profits, Mr. Kosner said.

In addition to continued strong performances from special-interest magazines like *Outside, Longevity* and *Sassy*, a number of mass-market titles, harder hit by the recession, are displaying signs of strength. *Business Week, The Economist, Family Circle, Forbes, Fortune, The New Yorker, Newsweek* and *TV Guide* were all up in ad pages through February. □

Top 10 magazine ad categories by revenue

Category	1992 revenue	% chg	1992 pages	% chg
Automotive*	$141,017,347	1.55	2,494.2	−1.21
Direct response cos.	$107,256,872	−0.13	3,287.2	−1.45
Food	$71,558,138	3.39	1,007.7	−11.58
Toiletries & cosmetics	$70,858,081	−11.79	1,358.3	−15.21
Business & consumer svcs.	$68,786,850	26.9	1,917.7	21.9
Travel, hotels & resorts	$53,288,951	−4.39	1,693.1	−5.05
Apparel**	$51,523,111	0.33	2,122.0	−8.44
Computers & office equip.	$36,790,949	12.4	801.9	7.12
Publishing & media	$33,193,615	3.99	427.0	2.76
Drugs	$32,529,517	45.25	600.2	25.71

Revenue and page figures are from January-February 1992. *Includes accessories and equipment. **Includes footwear and accessories. Source: Publishers Information Bureau

Magazine ad page leaders

Publishers Information Bureau figures for January through February 1992.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Bride's & Your New Home	843.02	4.4	16,256,098	6.8
2	Modern Bride	653.31	4.2	11,228,362	11.7
3	TV Guide	495.27	11.1	56,132,468	6.6
4	Business Week	449.66	14.1	26,500,848	13.0
5	The Economist	431.38	36.4	4,617,179	65.8
6	Entrepreneur	396.98	3.4	4,763,013	16.6
7	Forbes	391.11	5.4	18,402,841	7.9
8	People	352.02	−13.6	38,910,320	−7.5
9	Golf World	309.98	12.0	2,827,208	20.6
10	Bridal Guide	284.70	−13.4	2,798,865	21.9
11	New York Magazine	277.45	6.4	4,773,988	2.4
12	Fortune	271.72	6.4	14,823,399	5.3
13	Sports Illustrated	270.57	−10.5	36,091,888	−13.0
14	Yachting	270.15	7.6	1,771,998	10.5
15	Newsweek	263.14	12.0	28,373,867	7.1
16	Time	259.52	−6.9	40,580,013	−0.5
17	American Way	258.39	9.9	3,632,479	1.7
18	Cosmopolitan	243.62	−6.4	17,059,152	−1.7
19	Golf Magazine	242.53	−5.3	7,692,051	−7.5
20	Vogue	239.76	−24.6	10,228,536	−18.5
21	Family Circle	234.05	1.2	21,145,209	9.5
22	Muscle & Fitness	230.06	0.3	4,411,184	5.9
23	Good Housekeeping	218.61	−9.7	23,340,593	−7.4
24	Golf Digest	214.51	14.9	12,454,772	15.6
25	U.S. News & World Report	213.43	14.8	19,215,031	22.1
26	Skiing	211.10	31.0	4,122,091	21.8
27	Popular Photography	208.33	−3.5	5,377,733	7.4
28	Skin Diver	204.81	−10.1	2,202,928	−3.9
29	The New Yorker	200.35	4.7	6,151,462	10.9
30	Salt Water Sportsman	199.99	−3.7	1,240,189	−14.4
31	Black Enterprise	194.64	21.7	3,089,872	36.2
32	Ski	194.34	−2.4	4,112,992	2.6
33	Ladies' Home Journal	186.22	−14.0	14,890,660	−4.9
34	Architectural Digest	184.61	−3.9	5,295,109	1.7
35	Woman's Day	180.04	29.5	14,457,124	47.2
36	Sunset	179.18	1.4	6,788,562	18.4
37	Money	177.96	−5.5	12,045,300	−2.9
38	Financial World	176.22	129.3	4,023,253	134.6
39	Parents	174.92	−11.6	6,189,765	−4.0
40	Texas Monthly	169.09	−10.7	1,918,056	−4.1
41	Ebony	168.92	−10.1	6,385,584	−7.6
42	Better Homes & Gardens	168.13	1.5	21,382,265	9.4
43	Inc.	161.02	19.2	6,478,865	5.3
44	McCall's	157.36	−0.3	12,503,040	1.9
45	Rolling Stone	156.92	−10.5	6,739,818	−1.7
46	Southern Living	156.37	-3.0	8,807,569	0.8
47	Compute	153.27	0.2	1,349,706	−0.1
48	Jet	150.46	−4.2	2,691,774	−2.6
49	W Magazine	149.04	−16.0	3,943,894	−8.0
50	Car & Driver	148.62	−15.8	7,135,146	−5.3
51	Parade*	146.52	21.2	76,769,923	28.4
52	Redbook	143.69	−0.7	6,640,144	−15.4
53	Conde Nast Traveler	140.96	17.1	4,140,678	14.3
54	Elle	139.80	−21.5	5,154,873	−10.1
55	Travel & Leisure	137.78	−29.3	6,821,457	−9.3
56	Delta Sky	134.71	8.5	4,061,705	
57	Country Living	133.90	0.3	5,698,433	2.1
58	Bon Appetit	131.56	−6.6	4,613,913	1.3
59	Glamour	129.16	−27.6	7,690,561	−27.2
60	Omni	125.72	2.5	3,298,883	3.7
61	Reader's Digest	125.11	−3.6	15,027,432	15.1
62	Road & Track	124.82	−20.4	4,382,183	−6.7
63	Penthouse	124.06	−3.3	4,801,320	−6.5
64	Vanity Fair	123.89	9.3	5,200,852	39.0
65	GQ	123.85	−28.2	3,775,476	−20.2
66	Bassmaster	121.74	−23.0	2,711,407	−17.2
67	Outside Magazine	121.20	33.0	2,590,516	76.3
68	USA Weekend*	120.89	39.1	28,492,934	79.0
69	Smithsonian	120.38	−14.0	5,709,990	−3.5
70	Gourmet	118.90	−24.6	3,668,852	−22.6
71	Northwest Compass	116.92	44.6	2,214,821	10.1
72	Sports Afield	115.80	−7.3	2,492,783	1.6
73	Harper's Bazaar	115.58	−15.8	3,342,350	−19.9
74	Esquire	113.45	8.8	4,055,223	22.3
75	Shape Magazine	113.24	17.2	2,063,266	21.8
76	Four Wheeler	111.55	−17.9	880,647	−27.4
77	San Francisco Focus	110.95	−7.1	826,101	2.8
78	Field & Stream	109.92	−2.4	4,496,611	−11.9
79	Automobile Magazine	108.93	−2.6	3,127,170	6.3
80	Yankee	107.86	−0.7	1,139,091	−19.5
81	Metropolitan Home	106.39	−0.1	3,640,226	−1.8
82	Longevity	105.54	27.9	839,388	40.9
83	Essence	105.17	2.3	3,412,451	23.2
84	Kiplinger's Personal Finance	103.69	9.5	2,983,525	10.6
85	Mademoiselle	103.65	−25.1	3,790,883	−25.7
86	Self	102.99	−1.9	4,527,396	−1.1
87	Atlantic	102.62	19.5	2,011,880	30.5
88	Popular Science	102.29	9.8	3,631,998	21.1
89	Entertainment Weekly	101.25	−2.4	3,175,942	42.9
90	Motor Trend	100.51	−18.8	4,594,169	−9.0
91	Outdoor Life	96.51	−11.0	3,078,997	−12.7
92	Worth	95.95	NA	999,731	NA
93	Popular Mechanics	94.46	−1.4	3,716,196	4.4
94	Mirabella	93.54	−27.0	2,630,638	12.9
95	Working Woman	92.39	−28.4	3,266,187	−22.2
96	Scientific American	92.14	−9.2	2,084,640	−3.7
97	Runners World	91.43	−9.4	1,731,504	7.1
98	New Woman	90.01	−17.9	2,452,117	−20.4
99	M Magazine	89.75	−14.9	1,313,586	−9.2
100	American Baby	88.86	−1.2	4,009,703	2.7

Percent change compares January-February in 1992 with 1991. *National Sunday magazine, tracked separately by PIB. Source: Publishers Information Bureau

MEDIA MIX

News briefs on print, electronic and alternative media.

CNBC pours it on. CNBC's $20 million marketing campaign includes 34 new TV commercials, new radio, print, a consumer sweepstakes and direct mail, all designed to drive viewership and awareness for the cable network's prime-time programming, including two new shows and a rescheduled lineup.

Ads are tagged, "Watch it tonight. Use it tomorrow," and introduce a logo that will be positioned with the new theme, "Information that hits home." It's CNBC's first major ad campaign since it bought Financial News Network last spring for about $154 million. BBDO Worldwide, New York, created image commercials for spot broadcast TV and print; Lee Hunt & Associates created tune-in spots slated for CNBC and local cable TV.

Dodge tries on swimsuit issue. *Sports Illustrated*, New York, signed Chrysler Corp.'s Dodge division as the official sponsor of the home video version of its annual swimsuit issue. Three Dodge commercials appear on the video, which went on sale March 6. Dodge sponsored the video for the 25th anniversary swimsuit issue in 1989. No videos were sold in 1990 or 1991.

MEDIA WORKS

ESPN sails with America's Cup. National sports cable TV network ESPN has signed nine sponsors for its coverage of the 1992 America's Cup yachting competition and related programming, nearly selling out total ad inventory. Packages varying in size and scope were sold to Anheuser-Busch, AT&T Co., General Motors Corp.'s Cadillac division, Chrysler Corp., Citizen Watch Co. of America, Pepsi-Cola Co., Hewlett-Packard Co. and Prudential Residential Services. ESPN plans 100-plus hours of live coverage for the event, starting March 28. ESPN has been airing weekly updates since January.

Fox tries *Sassy* show. Fox Broadcasting Co.'s WNYW-TV, New York, today starts a test run of "Jane," a daytime talk show for young adults hosted by Jane Pratt, editor of Lang Communications' *Sassy*. Fox wants to syndicate the show nationally beginning in fall 1993.

Wood work. Rodale Press, Emmaus, Pa., unveils with its April issue a redesign of *American Woodworker* that includes a shift to color from b&w for the six-times-a-year title. □

NEWSSTAND

Advertising opportunities in print.

Bridal Guide, New York, "Globetrotters romantic holidays and honeymoons" special ad section, July/August issue; ad close: March 20. B&w page: $6,080; color page: $9,790.

Metropolitan Home, New York, "Bridehood revisited" special editorial section, June issue; ad close: March 20. B&w page: $27,095; color page: $36,124.

Weight Watchers Magazine, New York, "Sunless tanning creams with SPFs" special editorial section, June issue; ad close: March 24. B&w page: $18,405; color page: $25,730.

Essence, New York, "Health, beauty and fitness" special ad section, June issue; ad close: March 25. B&w page: $18,955; color page: $28,450.

Runner's World, Emmaus, Pa., "A viewers guide to the Summer Olympics" special edition, July issue; ad close: March 25. B&w page: $17,800; color page: $26,525.

Hispanic, Washington, "The world of franchising" special editorial supplement, May issue; ad close: April 7. B&w page: $6,150; color page: $7,950.

TV Guide, New York, "Summer shape up" special editorial section, May 9 issue; ad close: April 7. Color page: $112,700.

Black Enterprise, New York, "20th annual listing of the nation's top black-owned businesses" special editorial section, June issue; ad close: April 10. B&w page: $11,960.

Rolling Stone, New York, "25th anniversary" special edition, May 26 issue; ad close: April 20 (color); April 22 (b&w). B&w page: $35,055; color page: $46,700.

Seventeen, New York, "Celebrity guys" special ad section, July issue; ad close: April 20. B&w page: $31,270; color page: $45,320.

Parenting, San Francisco, "Ready, set, grow" special editorial section, August issue; ad close: April 27. Color page: $32,115. □

Joe Mandese coordinates MediaWorks.